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(54) [Title of the Invention]: A Contact Lens Sales Support System and a Contact Lens Sales Support Method

(57) [Abstract]

[Problem] To provide a contact lens sales support system whereby, by stimulating the issue of prescriptions to ophthalmologists, individuals desirous of purchasing contact lenses can confirm the results of diagnosis by the ophthalmologist and whereby the range of selection of contact lens sales shops for individuals desirous of purchasing contact lenses can be expanded.

[Means of Solution] The terminal 200 of the individual desirous of purchasing sends ID and ophthalmologist diagnostic information to the sales shop terminal S. When the sales shop terminal S has received the ID and ophthalmologist diagnostic information, an evaluation is made as to whether the ID that has been received conforms to

*Translator's Note: Transliterated phonetically from the Japanese. As such, the spelling may differ from other transliterations.

that which is registered in the registration terminal 400. When it is evaluated that they are in agreement, the sales procedure is processed at a second price that is cheaper than the first price on the basis of the ophthalmologist diagnostic information that has been received.

KEY TO FIGURE 1:

[keyed by symbols in figure and position]

START

- S350 Has request for purchase been received?
- S352 Have ID etc. been received?
- S364 Time out?
- S354 Verification processing
- S356 Evaluation of conformance with ID?
- S382 Sales procedure is processed at first price on the basis of the ophthalmologist diagnostic information
- S358 Sales procedure is processed at second price on the basis of the ophthalmologist diagnostic information
- S360 Notification of purchase completion is sent

RETURN

[Claims]

[Claim 1] A sales support system for specified products characterized in that it is a system that supports sales of specified products requiring diagnostic information of a physician for purchase in which multiple communication terminals are connected to make communication possible and in which said multiple communication terminals are used,

in that it is equipped with a storage device for storing identification information that specifies the individual desire purchase of said specified products, a registration device that registers the aforementioned identification information in the aforementioned storage device, a verification device that verifies identification information that has been input and the identification information in the aforementioned storage device and evaluates whether or not they satisfy specified relationships and a sales procedure processing device that processes the sales procedure of the aforementioned specified product by a first sales mode on the basis of a physician's diagnostic information, which are the physician's diagnostic results, or by a second sales mode that is reserved for individuals desirous of purchase rather than by the first sales mode,

in that, of the aforementioned multiple communications terminals, the first communications terminal has an identification information input device that inputs the aforementioned identification information, that has a diagnostic information input device that inputs the aforementioned physician's diagnostic information and that sends the identification information that has been input by the aforementioned identification information input device and the physician's diagnostic information that has been input by the aforementioned diagnostic information input device to the second communications terminal of the aforementioned multiple communications terminals,

in that the aforementioned second communications terminal, when it has received the aforementioned identification information and the aforementioned physician's diagnostic information, performs verification by means of the aforementioned verification device taking the identification information that has been received as input and performs processing by means of the aforementioned sales procedure processing device taking the aforementioned physician's diagnostic information that has been received as the input and

in that the aforementioned sales procedure processing device, when it has determined that the aforementioned specified relationships have been satisfied by the aforementioned verification device, processes the sales procedure of the aforementioned specified product by the aforementioned second sales mode.

[Claim 2] A contact lens sales support system characterized in that it is a system that supports sales of contact lenses in which multiple communication terminals are connected to make communication possible and in which said

multiple communication terminals are used,

in that it is equipped with a storage device for storing identification information that specifies the individual desired purchase of said contact lenses, a registration device that registers the aforementioned identification information in the aforementioned storage device, a verification device that verifies identification information that has been input and the identification information in the aforementioned storage device and evaluates whether or not they satisfy specified relationships and a sales procedure processing device that processes the sales procedure of the aforementioned contact lenses by a first sales mode on the basis of a physician's diagnostic information, which are the physician's diagnostic results, or by a second sales mode that is reserved for individuals desirous of purchase rather than by the first sales mode,

in that, of the aforementioned multiple communications terminals, the first communications terminal has an identification information input device that inputs the aforementioned identification information, that has a diagnostic information input device that inputs the aforementioned physician's diagnostic information and that sends the identification information that has been input by the aforementioned identification information input device and the physician's diagnostic information that has been input by the aforementioned diagnostic information input device to the second communications terminal of the aforementioned multiple communications terminals,

in that the aforementioned second communications terminal, when it has received the aforementioned identification information and the aforementioned physician's diagnostic information, performs verification by means of the aforementioned verification device taking the identification information that has been received as input and performs processing by means of the aforementioned sales procedure processing device taking the aforementioned physician's diagnostic information that has been received as the input and

in that the aforementioned sales procedure processing device, when it has been determined that the aforementioned specified relationships have been satisfied by the aforementioned verification device, processes the sales procedure of the aforementioned contact lenses by the aforementioned second sales mode.

[Claim 3] A contact lens sales support system characterized in that it is a system that supports sales of the aforementioned contact lenses in which the ophthalmologist's terminal, which is in the service of the ophthalmologist, the terminal of the individual desiring purchase, which is in the service of the individual desiring purchase of contact lenses, and the seller's terminal, which is in the service of the seller of the contact lenses, are connected to that communication is possible and in which the aforementioned ophthalmologist's terminal, the terminal of the aforementioned individual desiring purchase and the aforementioned seller's terminal are used,

in that it is equipped with a storage device for storing identification information that specifies the aforementioned individual desiring purchase, a registration device that registers the aforementioned identification information in the aforementioned storage device and a verification device that verifies identification information that has been input and the identification information in the aforementioned storage device and evaluates whether or not they satisfy specified relationships

in that the aforementioned ophthalmologist's terminal can be registered by the aforementioned registration device,

in that the aforementioned terminal for the individual desiring purchase has an identification information input device that inputs the aforementioned identification information, has a diagnostic information input device that inputs the ophthalmologist's diagnostic information and that sends the identification information that has been input by the aforementioned identification information input device and the ophthalmologist's diagnostic information that has been input by the aforementioned diagnostic information input device to the aforementioned seller's terminal,

in that the aforementioned seller's terminal has a sales procedure processing device that processes the aforementioned contact lens sales procedure on the basis of the aforementioned ophthalmologist's diagnostic information in a first sales mode or in a second sales mode reserved for the aforementioned individual desirous of purchase rather than in the aforementioned first sales mode and that, when the aforementioned identification information and the aforementioned

ophthalmologist's diagnostic information have been received, performs verification by means of the aforementioned verification device using the identification information that has been received as input and performs processing by means of the aforementioned sales procedure processing device using the aforementioned ophthalmologist's diagnostic information as the input and in that

the aforementioned sales procedure processing device, when it has been determined by the aforementioned verification device that the aforementioned specified relationships have been satisfied, processes the aforementioned contact lens sales procedure by the aforementioned second sales mode.

[Claim 4] The contact lens sales support system in Claim 3 characterized in that the registration terminal that registers the aforementioned identification information is connected to make communication possible, the aforementioned seller's terminal when it has received the aforementioned identification information and the aforementioned ophthalmologist's information, sends the identification information that has been received to the aforementioned registration terminal, and, when it has received the verification results from the aforementioned verification device, performs processing by means of the aforementioned sales procedure processing device on the basis of the verification results that have been received using the aforementioned ophthalmologist's information that has been received and

in that the aforementioned registration terminal has the aforementioned storage device, the aforementioned registration device and the aforementioned verification device, and, when the aforementioned identification information has been received, performs verification by means of the aforementioned verification device and sends the results of verification to the aforementioned seller's terminal.

[Claim 5] A contact lens sales support system as described in Claim 4 characterized in that the aforementioned ophthalmologist's terminal has a second identification information input device that inputs the aforementioned identification information and that sends a registration request containing the identification information that has been input by the aforementioned second identification information input device to the aforementioned registration terminal and

in that the aforementioned registration terminal, when it has received the aforementioned registration request, registers the identification information containing the registration request that has been received in the aforementioned storage device.

[Claim 6] A contact lens sales support system as described in Claim 4 characterized in that the aforementioned ophthalmologist's terminal sends the issued request for the aforementioned identification information to the aforementioned registration terminal,

in that the aforementioned registration terminal has an identification information issuing device that issues the aforementioned identification information, that, when the issue request for the aforementioned identification information has been received, performs issue by means of the aforementioned identification information issue device and that sends the identification information that has been issued to the aforementioned ophthalmologist's terminal and

in that the aforementioned registration device registers the identification information that has been issued by the aforementioned identification information issue device in the aforementioned storage device.

[Claim 7] A contact lens sales support system as described in any of Claims 4 to 6 characterized in that multiple ophthalmologists' terminals are connected so that they can communicate,

in that the aforementioned registration terminal has a second storage device that stores ophthalmologic information regarding the ophthalmology departments of said ophthalmologists' terminal for the terminals of each ophthalmology department and that, when the retrieval request containing the retrieval data has been received, retrieves the ophthalmology department information of the aforementioned second storage device on the basis of the retrieval data that is contained in the retrieval request that has been received and that selects the ophthalmology department that is thought to be the most suitable in which the aforementioned individual desiring purchase can be examined.

[Claim 8] A contact lens sales support system as described in Claim 7 characterized in that the aforementioned ophthalmology department data includes ophthalmology department position data indicating the location of the aforementioned ophthalmology department and that the aforementioned retrieval data on the desired position of examination indicating the location of the ophthalmology department at which the aforementioned individual desirous of purchase is to be examined or the location of the aforementioned individual desiring purchase and

in that the aforementioned registration terminal retrieves the data on the position at which the examination is desired that is contained in the retrieval data together with the data on the ophthalmology clinic in the aforementioned second storage device and selects the ophthalmology clinic that is thought to be closest in terms of distance and time for the aforementioned individual desiring purchase.

[Claim 9] A contact lens sales support system as described in any of Claims 4 to 8 characterized in that multiple seller terminals are connected for making communication possible,

in that the aforementioned registration terminal has a third storage device that stores seller information regarding the seller of said seller's terminal and regarding the contact lenses that seller handles for each of the aforementioned sellers' terminals, that, when a retrieval request that includes the aforementioned ophthalmology department diagnostic information has been received as retrieval data, retrieves the seller information in the aforementioned third storage device on the basis of the ophthalmology department diagnostic information that is contained in the retrieval request that has been received and selects a contact lens that is thought to be most suitable for the aforementioned individual desiring purchase and a seller that handles this contact lens.

[Claim 10] A contact lens sales support system as described in Claim 9 characterized in that the aforementioned seller information includes seller position information including the location of the aforementioned seller, that the aforementioned retrieval data includes the data on the desired position of purchase indicating the location of the aforementioned seller from whom the individual desirous of purchases desires to make the purchase or the location of the aforementioned individual who desires purchase and

in that the aforementioned registration terminal retrieves the seller position data in the aforementioned third storage device on the basis of the data on the desired position of purchase contained in the aforementioned retrieval data and selects a seller thought to be closest in terms of distance and time for the aforementioned individual desiring purchase.

[Claim 11] A seller terminal characterized in that it is a seller terminal that is suited for use as a part of the contact lens sales support system described in Claim 4,

in that it is equipped with a sales procedure processing device that processes the sales procedure for the aforementioned contact lenses by the aforementioned first sales mode or the aforementioned second sales mode reserved for individuals desiring purchase on the basis of the aforementioned ophthalmology department diagnostic information, that, when the aforementioned identification information and the aforementioned ophthalmology department diagnostic information have been received, sends the identification information that has been received to the aforementioned registration terminal and that, when the verification results of the aforementioned verification device have been received, performs processing by means of the aforementioned sales procedure processing device on the basis of the verification results that

have been received taking the aforementioned ophthalmology department diagnostic information that has been received as the input and

in that the aforementioned sales procedure processing device, when it is determined that the aforementioned verification information that has been received satisfies the aforementioned specified relationships, processes the aforementioned contact lens sales procedure by the aforementioned second sales mode.

[Claim 12] A registration terminal characterized in that it is a registration terminal suited as a part of the contact lens sales support system as described in Claim 5,

in that the aforementioned registration terminal is equipped with a storage device for storing identification information that specifies the aforementioned individual desirous of purchasing, a registration device that registers the aforementioned identification information in the aforementioned storage device and a verification device that verifies the identification information that has been input and the identification information in the aforementioned storage device and determines whether or not they satisfy specified relationships and

in that, when a registration request that includes the aforementioned identification information has been received, registers the identification information contained in the registration request that has been received in the aforementioned storage device and that, when the aforementioned identification has been received, performs verification by means of the aforementioned verification device and sends the results of the verification to the aforementioned sellers terminal.

[Claim 13] A registration terminal characterized in that it is a registration terminal suited as a part of the contact lens sales support system described in Claim 6,

in that the aforementioned registration terminal is equipped with a storage device for storing identification information that specifies the aforementioned individual desirous of purchasing, an identification information issue device that issues the aforementioned identification information, a registration device that registers the identification information that has been issued by the aforementioned identification information issue device in the aforementioned storage device and a verification device that verifies the identification information that has been input and the identification information of the aforementioned storage device and determines whether or not they satisfy specified relationships and

in that, when an issue request for the aforementioned identification information has been received, performs issue by means of the aforementioned identification information issue device, sends the identification information that has been issued to the aforementioned ophthalmologist's terminal, and, when the aforementioned identification information has been received, performs verification by means of the aforementioned verification device and sends the results of verification to the aforementioned sellers terminal.

[Claim 14] A contact lens sales support method characterized in that it is a contact lens sales support method that

for ophthalmologists

includes a registration step in which information specifying the aforementioned individual desiring purchase of contact lenses is registered in a storage device and a document issue step in which a document in which the aforementioned identification information and the ophthalmologist's diagnostic information, which consists of the examination results by said ophthalmologist is issued to the aforementioned individual desiring purchasing,

for the aforementioned individual desiring purchasing,

includes an identification information input step in which the aforementioned identification information is input, a diagnostic information input step in which the aforementioned ophthalmology department diagnostic information and a sending step that sends the identification information that has been input in the aforementioned identification information input step and the ophthalmologist's information that has been input in the aforementioned diagnostic

information input step to the seller of the aforementioned contact lenses,

for the aforementioned seller,

includes a verification step in which the identification information that has been received and the identification information in the aforementioned storage device are verified and a sales procedure processing step that processes the aforementioned contact lens sales procedure in the first sales mode or in the aforementioned second sales mode reserved for the aforementioned individual desiring purchasing rather than by the aforementioned first sales mode on the basis of the ophthalmologist's diagnostic information that has been received, and

in that the aforementioned sales procedure processing step, when it has been determined in the aforementioned verification step that the aforementioned specified conditions have been satisfied, processes the aforementioned contact lens sale procedure in the aforementioned second sales state.

[Detailed Description of the Invention]

[0001]

[Technological field to which the invention belongs] This invention relates to a system and method of supporting sales of contact lenses (hereafter abbreviated as CL) in which multiple communications terminals are connected to make communication possible and in which these communications terminals are used, and, in particular, it relates to a sales support system for specified products, a sales support system for contact lenses, a sellers terminal and a registration terminal and a contact lens sales support method whereby, by promoting issue of prescriptions to ophthalmologists, individuals desiring to purchase CL can confirm the results of diagnosis by the ophthalmologist and the range of selection of CL sales shops for individuals desiring to purchase CL can be expanded.

[0002]

[Prior art] Conventionally, ophthalmology departments are established in the vicinity of CL sales shops and an individual who desires to purchase CL, after having been diagnosed by the ophthalmology department, ordinarily purchases the CL at the CL sales shop that has been established nearby. When the individual who desires to purchase CL is diagnosed by the ophthalmology department, the CL sales shop that is established is notified of the results of the diagnosis, the CL sales shop selects CL suitable for the person who desires to purchase CL on the basis of the results of the diagnosis and sells them to the individual who desires to purchase CL.

[0003] On the other hand, conventionally, systems for selling CL using networks included, for example, a sales support system as disclosed in Japanese Patent Application Early Disclosure No. 11-242699 [1999]. This is a network system in which an ophthalmologist's terminal in the service of the ophthalmologist, a terminal for the individual desirous of purchasing CL and a sellers terminal in the service of the CL sales shop are connected to make communications possible.

[0004] The sales shop terminal, by means of a sending and receiving device, sends information regarding registration numbers, designated ophthalmology departments (ophthalmologists), CL prices or care articles and price payment periods to the terminals of individuals desirous of purchase, and, further, sends information regarding registration numbers to at least one ophthalmologist's terminal. The terminal of the individual desirous of purchase, by means of the sending and receiving device, sends information regarding contract requests to the sales shop terminal.

[0005] The ophthalmologists terminal, by means of the sending and receiving device, at least once sends the registration number, name, age, sex, sales date, CL information and ophthalmology department diagnosis information to at least one sales shop terminal.

[0006]

[Problems the invention is intended to solve] However, in conventional CL sales modes, the ophthalmologist does not issue a so-called prescription in which the diagnosis results are described to the individual who desires to purchase CL, for which reason there are the problems that the individual who desires to purchase CL either cannot confirm the results of the ophthalmologist's diagnosis, once the ophthalmology department has made a diagnosis, can only purchase CL from a specified CL sales shop that the ophthalmology department has designated, even when it is desired to purchase the CL from another CL sales shop. The reason that the ophthalmologist does not issue the prescription is that, in the case in which the person desirous of purchasing CL purchases CL at a CL sales shop that is not under the jurisdiction of the ophthalmology department as a result of the ophthalmologist having issued a prescription to the individual desiring to purchase CL and in which there is the problem concerning the CL, there is the possibility that liability will be pursued because of the problem. Specifically, it is the inclination of the ophthalmology department not to want purchases of CL at CL sales shops not under its own jurisdiction.

[0007] However, a prescription is something the individual himself should properly be able to obtain. Further, selection of the CL sales shop is something that the individual who desires to purchase CL should be able to do freely. Consequently, the conventional mode of CL sale is in no way convenient of the individual who desires to purchase CL. On the other hand, in the conventional CL sales support system described above, the ophthalmologist's prescription is not presented to the individual desiring to purchase CL, and, because it is sent directly to the CL sales shop, the individual desiring to purchase CL cannot confirm the diagnosis results.

[0008] Accordingly, this invention, which was developed in view of the unsolved problems of this conventional technology, has the objective of providing a sales support system for specified products, a contact lens sales support system, a sellers terminal and a registration terminal and a contact lens sales support method whereby, by promoting issue of prescriptions to ophthalmologists, the individual desiring to purchase CL can confirm the results of diagnosis of the ophthalmologist and the range of selection of CL sales shops for individuals desiring to purchase CL can be expanded.

[0009]

[Means for solving the problems] In order to achieve the aforementioned objective, the sales support system for specified products that is described in Claim 1 of this invention is a system that supports sales of specified products requiring diagnostic information of a physician for purchase in which multiple communication terminals are connected to make communication possible and in which said multiple communication terminals are used, which is equipped with a storage device for storing identification information that specifies the individual desiring purchase of said specified products, a registration device that registers the aforementioned identification information in the aforementioned storage device, a verification device that verifies identification information that has been input and the identification information in the aforementioned storage device and evaluates whether or not they satisfy specified relationships and a sales procedures processing device that processes the sales procedure of the aforementioned specified product by a first sales mode on the basis of a physician's diagnostic information, which are the physician's diagnostic results, or by a second sales mode that is reserved for individuals desirous of purchase rather than by the first sales mode, in which, of the aforementioned multiple communications terminals, the first communications terminal has an identification information input device that inputs the aforementioned identification information, that has a diagnostic information input device that inputs the aforementioned physician's diagnostic information and that sends the identification information that has been input by the aforementioned identification information input device and the physician's diagnostic information that has been input by the aforementioned diagnostic information input device to the second communications terminal of the aforementioned multiple communications terminals, in which the aforementioned second communications terminal, when it has received the aforementioned identification information and the aforementioned physician's diagnostic information, performs verification by means of the aforementioned verification device taking the identification information that has been received as input and performs processing by means of the aforementioned sales procedure processing device taking the aforementioned physician's diagnostic information that has been received as the input and in which the aforementioned sales procedure processing device, when it has determined that the aforementioned specified relationships have been satisfied by the aforementioned verification device, processes the sales procedure of the aforementioned specified product by the aforementioned second sales mode.

[0010] In this case, for example, the first communications terminal is in the service of individuals who desire to purchase specified products, the second communications terminal is in the service of the seller of specified products and only the second communication terminal of the seller which is under the jurisdiction and has the trust of the medical office is connected to make communication possible. By means of this structure, in the case in which the individual desirous of purchase is to make a purchase, the individual desirous of purchasing, first, in order to acquire the results of diagnosis necessary for purchase of a specified product, goes to the medical office and is examined by the physician and the physician issues a document (a prescription) that describes the physician's diagnostic information, which consists of the identification information that specifies the individual desirous of purchase and of the results of diagnosis to the individual desirous of purchasing. At the same time, the physician performs registration by means of the registration device and the identification information that specifies the individual desirous of purchasing is registered in the storage device.

[0011] Next, the individual desiring purchasing, references the identification information and the physician's diagnosis information that are described in the document in the first communications terminal and these pieces of information are input by the identification information input device and the diagnosis information input device. In the first information terminal, when the identification information and the physician's diagnosis information are input, the identification information and the physician's diagnosis information that have been input are sent to the second communications terminal.

[0012] In the second communications terminal, when the identification information and physician's diagnosis information are received, verification is performed by means of the verification device taking the identification information that has been received as the input. By this means, the identification information that has been received and the identification information in the storage device are compared by the verification device and it is determined whether or not they satisfy specified relationships. On the other hand, processing is performed by the sales procedure processing device using the physician's diagnosis information as the input. At this time, when it is determined as a result of this evaluation that the specified relationship is satisfied, the sales procedure for the specified product is processed in the second sales mode by means of the sales procedure processing device.

[0013] Consequently, when the individual desiring purchase, purchases a specified product from a seller that participates in this system, the specified product can be purchased in the second sales mode that is reserved for the individual desiring purchase rather than by the first sales mode. Therefore, it is easier to exercise one's will to purchase specified products from a seller that participates in this system than from a seller that does not participate in this system. When only sellers over which the medical office has jurisdiction and in which there is trust participate in this system, for medical offices, there is little possibility that the individual desiring purchase will purchase the specified drugs from sellers other than those over which it has jurisdiction and with which there is trust. Therefore, issue of documents (prescriptions) in which the physician's diagnosis information is recorded is facilitated.

[0014] Here, the first sales mode, for example, refers to the price that is presented to an individual desiring purchase who does not use this system, whereas the second sales mode, for example, refers to a cheaper price than the price presented to the individual desiring purchase who does not use this system. Of course, it is not limited to this discount service and instances of the second sales mode include, for example, providing different products than the specified product to the individual desiring purchase as presents, drawing up contracts with individuals desiring purchases by providing discount services for subsequent purchases by providing discount tickets and providing information reserved for the individuals desiring purchase. In short, when there are sales systems in which a differentiation is made between those who do not use the system, either the first sales mode or the second sales mode may be used by those who use the system. The same is true for the contact lens sales support system described in Claims 2 and 3, the seller's terminal described in Claim 11 and the contact lens sales support method described in Claim 14.

[0015] The specified products may be any products as long as the results of the physician's diagnosis make them necessary. These specified products may be, for example, contact lenses, glasses and drugs. The storage device is a device that stores identification information by all means and at all times. It may be a device in which the identification

information is stored in advance and it may be a device in which the identification information is not stored in advance but in which the identification information is stored by input from outside during operation of this system. The same is true for the contact lens sales support system that is described in Claims 2 and 3 and the registration terminal that is described in Claims 12 and 13.

[0016] Satisfying specified relationships includes, for example, whether the identification information on the subject of verification conforms to the identification information on the subject who has been verified, whether the results of performing operations by specified operational formulas using the identification information on the subject of verification conform to the identification information on the subject who has been verified and whether the results of performing operations by specified operational formulas using the identification information on the subject of verification and the results of performing operations by specified operational formulas using the identification information on the subject who has been verified are in conformance. The same is true for contact lens sales support system described in Claims 2 and 3, the seller's terminal described in Claim 11, the registration terminal described in Claims 12 and 13 and the contact lens sales support method described in Claim 14.

[0017] Further, the storage device, the registration device, the verification device and the sales procedure processing device may be established in the first communications terminal, the second communications terminal or other terminals in addition to these. The same is true for the contact lens sales support system described in Claim 2. The communications terminals may be constructed in any way as long as they have functions whereby communication can be performed at least with said system. This can include, for example, portable terminals that can be carried such as cell phones, personal computers or telephones. The same is true for the contact lens sales support system described in Claim 2.

[0018] In order to achieve the aforementioned objectives, the contact lens sales support system described in Claim 2 is a system that supports sales of contact lenses in which multiple communication terminals are connected to make communication possible and in which said multiple communication terminals are used, which is equipped with a storage device for storing identification information that specifies the individual desiring purchase of said contact lenses, a registration device that registers the aforementioned identification information in the aforementioned storage device, a verification device that verifies identification information that has been input and the identification information in the aforementioned storage device and evaluates whether or not they satisfy specified relationships and a sales procedures processing device that processes the sales procedure of the aforementioned contact lenses by a first sales mode on the basis of a physician's diagnostic information, which are the physician's diagnostic results, or by a second sales mode that is reserved for individuals desirous of purchase rather than by the first sales mode, in which, of the aforementioned multiple communications terminals, the first communications terminal has an identification information input device that inputs the aforementioned identification information, that has a diagnostic information input device that inputs the aforementioned physician's diagnostic information and that sends the identification information that has been input by the aforementioned identification information input device and the physician's diagnostic information that has been input by the aforementioned diagnostic information input device to the second communications terminal of the aforementioned multiple communications terminals, in which the aforementioned second communications terminal, when it has received the aforementioned identification information and the aforementioned physician's diagnostic information, performs verification by means of the aforementioned verification device taking the identification information that has been received as input and performs processing by means of the aforementioned sales procedure processing device taking the aforementioned physician's diagnostic information that has been received as the input and in which the aforementioned sales procedure processing device, when it has determined that the aforementioned specified relationships have been satisfied by the aforementioned verification device, processes the sales procedure of the aforementioned contact lenses by the aforementioned second sales mode.

[0019] In this case, for example, the first communications terminal is in the service of the individual desiring to purchase CL, the second communications terminal is in the service of the CL seller and only a second communications terminal of a CL seller over which the ophthalmology has jurisdiction and in which it has trust is connected to make communication possible. With this type of structure, in the case in which the individual desiring purchase intends to purchase CL, in order to acquire the diagnosis results necessary for purchase of CL, the individual desiring purchase first

goes to the ophthalmology department and is examined by the ophthalmologist and the ophthalmologist issues a document (prescription) that describes the identification information that specifies the individual desiring purchase and the ophthalmologist's diagnosis information, which are the results of the diagnosis, to the individual desiring purchase. At the same time, the ophthalmologist performs registration by means of the registration device and the identification information that specifies the individual desiring purchase is registered in the storage device.

[0020] Next, in the first communications terminal, the individual desiring purchase, references the identification information and the ophthalmologists diagnosis information that is recorded in the document and inputs these pieces of information by means of the identification information input device and the diagnosis information input device. When the identification information and the ophthalmologists diagnosis information are input in the first communications terminal, the identification information and the ophthalmologists diagnosis information that have been input are sent to the second communications terminal.

[0021] In the second communications terminal, when the identification information and the ophthalmologists diagnosis information are received, verification is performed by the verification device using the identification information that has been received as the input. By this means, the identification information that has been received and the identification information in the storage device are verified by the verification device and it is determined whether or not they satisfy the specified relationships. Separately, processing by the sales procedure processing device is performed using the ophthalmologist's diagnosis information that has been received as the input. At this time, when it has been determined that the results of the aforementioned evaluations satisfy the specified relationships, the CL sales procedure is processed in the second sales mode by the sales procedure processing device.

[0022] Consequently, when the individual desiring purchase purchases CL from a seller that participates in this system, the CL can be purchased by the second sales mode that is reserved for individuals desiring purchase rather than by the first mode. Therefore, it is easier to exercise one's will to purchase CL from a seller that participates in this system than from a seller that does not participate in this system. When only sellers over which the ophthalmology department has jurisdiction and in which there is trust participate in this system, for the ophthalmology department, there is little possibility that the individual desiring purchase will purchase the CL from sellers other than those over which it has jurisdiction and with which there is trust. Therefore, issue of documents (prescriptions) in which the physician's diagnosis information is recorded is facilitated.

[0023] Further, the contact lens sales support system as described in Claim 3 of this invention is a system that supports sales of the aforementioned contact lenses in which the ophthalmologist's terminal, which is in the service of the ophthalmologist, the terminal of the individual desiring purchase, which is in the service of the individual desiring purchase of contact lenses, and the seller's terminal, which is in the service of the seller of the contact lenses, are connected to that communication is possible and in which the aforementioned ophthalmologist's terminal, the terminal of the aforementioned individual desiring purchase and the aforementioned seller's terminal are used, which is equipped with a storage device for storing identification information that specifies the aforementioned individual desiring purchase, a registration device that registers the aforementioned identification information in the aforementioned storage device and a verification device that verifies identification information that has been input and the identification information in the aforementioned storage device and evaluates whether or not they satisfy specified relationships, in which the aforementioned ophthalmologists terminal can be registered by the aforementioned registration device, in which the aforementioned terminal for the individual desiring purchase has an identification information input device that inputs the aforementioned identification information, has a diagnostic information input device that inputs the ophthalmologists diagnostic information and that sends the identification information that has been input by the aforementioned identification information input device and the ophthalmologist's diagnostic information that has been input by the aforementioned diagnostic information input device to the aforementioned seller's terminal, in which the aforementioned seller's terminal has a sales procedure processing device that processes the aforementioned contact lens sales procedure on the basis of the aforementioned ophthalmologist's diagnostic information in a first sales mode or in a second sales mode reserved for the aforementioned individual desirous of purchase rather in the aforementioned first sales mode and that, when the aforementioned identification information and the aforementioned ophthalmologist's diagnostic information have been received, performs verification by means of the aforementioned verification device

using the identification information that has been received as input and performs processing by means of the aforementioned sales procedure processing device using the aforementioned ophthalmologist's diagnostic information as the input and in which the aforementioned sales procedure processing device, when it has been determined by the aforementioned verification device that the aforementioned specified relationships have been satisfied, processes the aforementioned contact lens sales procedure by the aforementioned second sales mode.

[0024] In this case, for example, only the second communications terminal of a CL seller who is under the jurisdiction and has the trust of the ophthalmology department is connected to make communication possible. When this type of structure is present, in the case in which the individual desirous of purchase is purchasing CL, the individual desirous of purchasing, first, in order to acquire the results of the diagnosis necessary for purchase of CL, goes to the ophthalmology department and is examined by the ophthalmologist and the ophthalmologist issues a document (a prescription) that describes the ophthalmologist's diagnostic information, which consists of the identification information that specifies the individual desirous of purchase and of the results of the diagnosis to the individual desirous of purchasing. At the same time, the ophthalmologist performs the registration by means of the registration device and the identification information that specifies the individual desirous of purchasing is registered in the storage device.

[0025] Next, the individual desiring purchasing, references the identification information and the ophthalmologist's diagnosis information that are described in the document in the terminal of the individual desiring purchase and these pieces of information are input by the identification information input device and the diagnosis information input device. In the terminal of the individual desiring purchase, when the identification information and the physician's diagnosis information are input, the identification information and the ophthalmologist's diagnosis information that have been input are sent to the seller's terminal.

[0026] In the seller's terminal, when the identification information and ophthalmologist's diagnosis information are received, verification is performed by means of the verification device taking the identification information that has been received as the input. By this means, the identification information that has been received and the identification information in the storage device are compared by the verification device and it is determined whether or not they satisfy specified relationships. When it is determined as a result that the specified relationship is satisfied, the sales procedure for CL in the second sales mode is processed by means of the sales procedure processing device.

[0027] Consequently, when the individual desiring purchase purchases CL from a seller that participates in this system, the CL can be purchased in the second sales mode that is reserved for the individual desiring purchase rather than by the first sales mode. Therefore, it is easier to exercise one's will to purchase CL from a seller that participates in this system than from a seller that does not participate in this system. Further, when only sellers over which the ophthalmology department has jurisdiction and in which there is trust participate in this system, for the ophthalmology department, there is little possibility that the individual desiring purchase will purchase CL from sellers other than those over which it has jurisdiction and with which there is trust. Therefore, issue of documents (prescriptions) in which the ophthalmologist's diagnosis information is recorded is facilitated.

[0028] Further, the contact sales support system described in Claim 4 of this invention is the contact lens sales support system described in Claim 3 in which the registration terminal that registers the aforementioned identification information is connected to make communication possible, the aforementioned seller's terminal when it has received the aforementioned identification information and the aforementioned ophthalmologist's information, sends the identification information that has been received to the aforementioned registration terminal, and, when it has received the verification results from the aforementioned verification device, performs processing by means of the aforementioned sales procedure processing device on the basis of the verification results that have been received using the aforementioned ophthalmologist's information that has been received and in which the aforementioned registration terminal has the aforementioned storage device, the aforementioned registration device and the aforementioned verification device, and, when the aforementioned identification information has been received, performs verification by means of the aforementioned verification device and sends the results of verification to the aforementioned seller's terminal.

[0029] When this type of structure is present, when the identification information and the ophthalmologist's

diagnosis information are received at the seller's terminal, the identification information that has been received is sent to the registration terminal. At the registration terminal, when the identification information is received, the identification information that has been received and the identification information in the storage device are verified by the verification device, it is determined whether or not they satisfy the specified relationships and the results of verification are sent to the seller's terminal.

[0030] At the seller's terminal, when the verification results of the verification device are received and when it has been determined that the verification results satisfy the specified relationships, the CL sales procedure is processed in the second sales mode by the sales procedure processing device. Further, the contact lens sales support system described in Claim 3 of this invention is a contact lens sales support system as described in Claim 4 in which the aforementioned ophthalmologist's terminal has a second identification information input device that inputs the aforementioned identification information and that sends a registration request containing the identification information that has been input by the aforementioned second identification information input device to the aforementioned registration terminal and in which the aforementioned registration terminal, when it has received the aforementioned registration request, registers the identification information containing the registration request that has been received in the aforementioned storage device.

[0031] When this type of structure is present, the ophthalmologist inputs the identification information at the ophthalmologist's terminal by means of the second identification information input device. When the identification information is input at the ophthalmologist's terminal, the identification information that has been input is sent to the registration terminal. When the identification information is received at the registration terminal, the identification information that is contained in the registration request that has been received is registered by the registration terminal.

[0032] The contact lens sales support system that is described in Claim 6 of this invention is a contact lens sales support system as described in Claim 4 in which the aforementioned ophthalmologist's terminal sends the issued request for the aforementioned identification information to the aforementioned registration terminal, in which the aforementioned registration terminal has an identification information issuing device that issues the aforementioned identification information, that, when the issue request for the aforementioned identification information has been received, performs issue by means of the aforementioned identification information issue device and that sends the identification information that has been issued to the aforementioned ophthalmologist's terminal and in which the aforementioned registration device registers the identification information that has been issued by the aforementioned identification information issue device in the aforementioned storage device.

[0033] When this type of structure is present, the ophthalmologist, first, before issuing the document in which is recorded the identification information specifying the individual desiring purchase and the ophthalmologist's diagnosis information, which is the result of the diagnosis, performs an issue request for the identification information at the ophthalmologist's terminal. When issue of identification information is requested at the ophthalmologist's terminal, the issue request for identification information is sent to the registration terminal. When the issue request for identification information is received at the registration terminal, the identification information is issued by the identification information issue device, the identification information that has been issued is sent to the ophthalmologist's terminal and the identification information that has been issued is stored by the storage device.

[0034] Next, when the ophthalmologist receives the identification information at the ophthalmologist's terminal, a document on which this identification information and the ophthalmologist's diagnosis information, which is the result of the diagnosis, are recorded is issued to the individual desiring purchase. Further, the contact lens sales support system described in Claim 7 of this invention is a contact lens sales support system as described in any of Claims 4 to 6 in which multiple ophthalmologists' terminals are connected so that they can communicate, in which the aforementioned registration terminal has a second storage device that stores ophthalmologic information regarding the ophthalmology departments of said ophthalmologists' terminal for the terminals of each ophthalmology department and that, when the retrieval request containing the retrieval data has been received, retrieves the ophthalmology department information of the aforementioned second storage device on the basis of the retrieval data that is contained in the retrieval request that has been received and that selects the ophthalmology department that is thought to be the most suitable in which the aforementioned individual desiring purchase can be examined.

[0035] When this type of structure is present, in the case in which the individual desiring purchase is to retrieve an ophthalmology department, the individual desiring purchase inputs the retrieval data and performs a retrieval request at the terminal of the individual desiring purchase. When retrieval is requested at the terminal of the individual desiring purchase, the retrieval request, including the retrieval data, is sent to the registration terminal. When the retrieval request is received at the registration terminal, the ophthalmology department information of the second storage device is retrieved on the basis of the retrieval data contained in the retrieval request that has been received and the ophthalmology department that is thought to be most suited for examination of the individual desiring purchase is selected.

[0036] Here, the ophthalmology department thought to be most suited for examination of the individual desiring purchase can be, for example, the ophthalmology department that is thought to be closest in terms of distance and time to the individual desiring purchase, the ophthalmology department at which the examination fee is the cheapest or an ophthalmology department that operates in the time zone that the individual desiring purchase wants to use. Further, the second storage device stores ophthalmology department information by all means and in all times. The ophthalmology department information may be stored in advance or the ophthalmology department information may be stored by input from outside during operation of this system.

[0037] The contact lens sales support system described in Claim 8 of this invention is a contact lens sales support system as described in Claim 7 in which the aforementioned ophthalmology department data includes ophthalmology department position data indicating the location of the aforementioned ophthalmology department and that the aforementioned retrieval data on desired position of examination indicating the location of the ophthalmology department at which the aforementioned individual desirous of purchase is to be examined or the location of the aforementioned individual desiring purchase and in which the aforementioned registration terminal retrieves the data on the position at which examination is desired that is contained in the retrieval data together with the data on the ophthalmology clinic in the aforementioned second storage device and selects the ophthalmology clinic that is thought to be closest in terms of distance and time for the aforementioned individual desiring purchase.

[0038] When this type of structure is present, in the case in which the individual desiring purchase is to retrieve an ophthalmology department, the individual desiring purchase inputs data on the desired position of examination in the terminal for the individual desiring purchase and performs retrieval request. When retrieval is requested at the terminal of the individual desiring purchase, a retrieval request including data on the desired position of examination is sent to the registration terminal. When the retrieval request is received at the registration terminal, data on ophthalmology

department positions in the second storage device are retrieved on the basis of the data on the desired position of examination contained in the retrieval request that has been received and the ophthalmology department thought to be closest in terms of distance and time to the individual desiring purchase is selected.

[0039] Further, the contact lens sales support system described in Claim 9 of this invention is a contact lens sales support system as described in any of Claims 4 to 8 in which multiple seller terminals are connected for making communication possible, in which the aforementioned registration terminal has a third storage device that stores seller information regarding the seller of said seller's terminal and regarding the contact lenses that seller handles for each of the aforementioned sellers' terminals, that, when a retrieval request that includes the aforementioned ophthalmology department diagnostic information has been received as retrieval data, retrieves the seller information in the aforementioned third storage device on the basis of ophthalmology department diagnostic information that is contained in the retrieval request that has been received and selects a contact lens that is thought to be most suitable for the aforementioned individual desiring purchase and a seller that handles this contact lens.

[0040] When this type of structure is present, in the case in which the individual desiring purchase is to retrieve a seller, the individual desiring purchase inputs the ophthalmologist's diagnosis information in the terminal of the individual desiring purchase and performs a retrieval request. When retrieval is requested at the terminal of the individual desiring purchase, the retrieval request containing the ophthalmologist's diagnosis information is sent to the registration terminal. When the retrieval request is received at the registration terminal, the seller information in the third storage device is retrieved on the basis of the ophthalmologist diagnosis information contained in the retrieval request that has been received and contact lenses and a seller that handles said contact lenses that are thought to be most suited to the individual desiring purchase are selected.

[0041] Here, the contact lenses that are thought to be most suited to the individual desiring purchase can be, for example, contact lenses conforming to the ophthalmologist's diagnosis information, the most inexpensive contact lenses, the best quality contact lenses or contact lenses with the longest life. Further, the third storage device is a device containing seller information that may have been stored in advance or that may be seller information that has not been stored in advance and that is obtained by input from outside during operation of this system.

[0042] Further, the contact lens sales support system described in Claim 10 is a contact lens sales support system as described in Claim 9 in which the aforementioned seller information includes seller position information including the location of the aforementioned seller, that the aforementioned retrieval data includes the data on the desired position of purchase indicating the location of the aforementioned seller from whom the individual desirous of purchases desires to make the purchase or the location of the aforementioned individual who desires purchase and in which the aforementioned registration terminal retrieves the seller position data in the aforementioned third storage device on the basis of the data on the desired position of purchase contained in the aforementioned retrieval data and selects a seller thought to be closest in terms of distance and time for the aforementioned individual desiring purchase.

[0043] When this type of structure is present, in the case in which the individual desiring purchase is to retrieve a seller, the individual desiring purchase inputs the data on the desired position of purchase in the terminal of the individual desiring purchase and performs a retrieval request. When retrieval is requested at the terminal of the individual desiring purchase, the retrieval request containing the data on the desired position of purchase is sent to the registration terminal. When the retrieval request is received at the registration terminal, the data on the desired position of purchase in the third storage device is retrieved on the basis of the data on the desired position of purchase contained in the retrieval request that has been received and contact lenses and a seller that is thought to be closest in terms of distance and time to the individual desiring purchase is selected.

[0044] Further, in order to achieve the objective described above, the seller's terminal described in Claim 11 of this invention is a seller's terminal which is a seller's terminal that is suited for use as a part of the contact lens sales support system described in Claim 4 which is equipped with a sales procedure processing device that processes the sales procedure for the aforementioned contact lenses by the aforementioned first sales mode or the aforementioned second sales mode reserved for individuals desiring purchase on the basis of the aforementioned ophthalmology department diagnostic information, that, when the aforementioned identification information and the aforementioned ophthalmology department diagnostic information have been received, sends the identification information that has been received to the aforementioned registration terminal and that, when the verification results of the aforementioned verification device have been received, performs processing by means of the aforementioned sales procedure processing device on the basis of the verification results that have been received taking the aforementioned ophthalmology department diagnostic information that has been received as the input and in which the aforementioned sales procedure processing device, when it is determined that the aforementioned verification information that has been received satisfies the aforementioned specified relationships, processes the aforementioned contact lens sales procedure by the aforementioned second sales mode.

[0045] When this type of structure is present, an action the same as that of the seller's terminal described in Claim 4 is obtained. In order to obtain the aforementioned objective, the registration terminal described in Claim 12 of this invention is a registration terminal which is a registration terminal suited as a part of the contact lens sales support system as described in Claim 5 which registration terminal is equipped with a storage device for storing identification information that specifies the aforementioned individual desirous of purchasing, a registration device that registers the aforementioned identification information in the aforementioned storage device and a verification device that verifies the identification information that has been input and the identification information in the aforementioned storage device and determines whether or not they satisfy specified relationships and which, when a registration request that includes the aforementioned identification information has been received, registers the identification information contained in the registration request that has been received in the aforementioned storage device and that, when the aforementioned identification has been received, performs verification by means of the aforementioned verification device and sends the results of the verification to the aforementioned seller's terminal.

[0046] When this type of structure is present, an action same as that of the registration terminal described in Claim 5 is obtained. Further, the registration terminal described in Claim 13 of this invention is a registration terminal which is a registration terminal suited as a part of the contact lens sales support system described in Claim 6, which registration terminal is equipped with a storage device for storing identification information that specifies the aforementioned individual desirous of purchasing, an identification information issue device that issues the aforementioned identification information, a registration device that registers the identification information that has been issued by the aforementioned identification information issue device in the aforementioned storage device and a verification device that verifies the identification information that has been input and the identification information of the aforementioned storage device and determines whether or not they satisfy specified relationships and

which, when an issue request for the aforementioned identification information has been received, performs issue by means of the aforementioned identification information issue device, sends the identification information that has been issued to the aforementioned ophthalmologists terminal, and, when the aforementioned identification information has been received, performs verification by means of the aforementioned verification device and sends the results of verification to the aforementioned seller's terminal.

[0047] When this type of structure is present, an action the same as that of the registration terminal described in Claim 6 is obtained. Further, in order to achieve the aforementioned objective, the contact lens sales support method described in Claim 14 is a contact lens sales support method which is a contact lens sales support method that, for ophthalmologists, includes a registration step in which information specifying the aforementioned individual desiring purchase of contact lenses is registered in a storage device and a document issue step in which a document in which the aforementioned identification information and the ophthalmologist's diagnostic information, which consists of the examination results by said ophthalmologist is issued to the aforementioned individual desiring purchase, for the aforementioned individual desiring purchase, includes an identification information input step in which the

aforementioned identification information is input, a diagnostic information input step in which the aforementioned ophthalmology department diagnostic information and a sending step that sends the identification information that has been input in the aforementioned identification information input step and the ophthalmologist's information that has been input in the aforementioned diagnostic information input step to the seller of the aforementioned contact lenses, for the aforementioned seller, includes a verification step in which the identification information that has been received and the identification information in the aforementioned storage device are verified and a sales procedure processing step that processes the aforementioned contact lens sales procedure in the first sales mode or in the aforementioned second sales mode reserved for the aforementioned individual desiring purchasing rather than by the aforementioned first sales mode on the basis of the ophthalmologist's diagnostic information that has been received, and in which, the aforementioned sales procedure processing step, when it has been determined in the aforementioned verification step that the aforementioned specified conditions have been satisfied, processes the aforementioned contact lens sale procedure in the aforementioned second sales state.

[0048] Above, a sales support system for specified products, a sales support system for contact lenses, a sellers terminal, a registration terminal and a contact lens sales support method are proposed for the purpose of achieving the objectives described above. However, the invention is not limited to these and first through third storage media as described below can also be proposed for the purpose of achieving the aforementioned objectives. The first storage medium is a storage medium that is comprised of a computer and that stores a program for the seller's terminal suited to the seller's terminal comprised of a computer described in Claim 11. It is a computer-readable storage medium in which is stored a program for execution by computer of processing that is actualized by a sales procedure processing device that processes the aforementioned contact lens sales procedure on the basis of the aforementioned ophthalmology department diagnosis information by the first sales mode or by the second sales mode which is reserved for the aforementioned individuals desiring purchase rather than the aforementioned first sales mode and of processing whereby, when the aforementioned identification information and the aforementioned ophthalmologist's diagnosis information are received, the identification information that has been received is sent to the aforementioned registration terminal, and, whereby, when the results of verification by the aforementioned verification device have been received, processing is performed by the aforementioned sales procedure processing device on the basis of the results of the verification that has been received using the aforementioned ophthalmologists diagnosis information that has been received as the input and which, when it has been determined that the aforementioned verification results that have been received satisfy the aforementioned specified relationships, the aforementioned sales procedure processing device can process the aforementioned contact lens sales procedure by the aforementioned second sales mode.

[0049] When this kind of structure is present, the seller's terminal program that is stored in the first recording medium can be read by computer. When computer execution is effected in accordance with the seller's terminal program that has been read, an action the same as that of the seller's terminal described in Claim 11 is obtained. The second storage medium is a storage medium that stores the registration terminal program that is used in the storage terminal comprised of a computer described in Claim 12. It is a computer-readable storage medium that stores a program for execution by computer of processing that is actualized by a verification device that verifies the inputted identification information of the storage device for storing the identification information that specifies the aforementioned individual desirous of purchasing, of the registration device that registers the aforementioned identification information in the aforementioned storage medium with the input information in the aforementioned storage device and that determines whether or not these pieces of information satisfy the specified relationships and of processing that, when a registration request that contains the aforementioned identification information is received, registers the identification information contained in the registration request that has been received in the aforementioned storage device and that, when the aforementioned identification has been received, performs verification by the aforementioned verification device and sends the results of verification to the aforementioned seller's terminal.

[0050] When this type of structure is present, the registration terminal program that is stored in the second storage medium is read by the computer. When the program performs execution in accordance with the registration terminal program that has been read, an action the same as that of the registration terminal described in Claim 12 is obtained. The third storage medium is a storage medium that stores a registration terminal program that is suited to the registration terminal comprised of a computer that is described in Claim 13. It is a computer-readable storage medium that stores a program for execution by computer of processing that is actualized by a verification device that verifies the inputted identification information of the storage device for storing the identification information that specifies the aforementioned user desiring purchase, the identification information issue device that issues the aforementioned identification information and the registration device that registers the identification information that has been issued by the aforementioned identification information issue device with the identification information in the aforementioned storage device and that determines whether or not they satisfy the specified relationships and of processing that, when an issue request for the aforementioned identification information is received, performs issue by means of the aforementioned identification information issue device and that sends the identification information that has been issued to the aforementioned ophthalmologist's terminal and that, when the aforementioned identification information has been received, performs verification by means of the aforementioned verification device and sends the verification results to the aforementioned seller's terminal.

[0051] When this type of structure is present, the program that is stored in the storage medium is read by the computer. When the computer performs execution in accordance with the program that has been read, an action the same as that of the registration terminal described in Claim 13 is obtained.

[0052]

[Mode of execution of the invention] We shall now describe the mode of execution of this invention by reference to the figures. Figure 1 through Figure 11 are figures that show the sales support system for specified products, the contact lens sales support system, the seller's terminal, the registration terminal and the contact lens sales support method of this invention.

[0053] In this mode of execution, the sales support system for specified products, the sales support system for contact lenses, the seller's terminal, the registration terminal and the contact lens sales support method of this invention in the case in which CL are sold using the ophthalmologist terminals $C_1, C C_n$, the terminal 200 for individuals desiring purchase, the seller terminals $S_1, C S_m$ and the registration terminal 400, which are the 4 terminals that are connected to the internet 199 as shown in Figure 1. In order to simplify explanation of the invention, only one terminal 200 for individuals desiring purchase is illustrated. However, in actuality, multiple terminals for individuals desiring purchase are connected to the internet 199.

[0054] First, we shall describe the structure of the network system in which this invention is used by reference to Figure 1. Figure 1 is a block diagram that shows the structure of the network system in which this invention is used. As shown in Figure 1, the multiple ophthalmologist terminals $C_1, C C_n$ that are in the service of the ophthalmologists, the terminal 200 for individuals desiring purchase that are in the service of individuals desiring to purchase CL, the multiple sales shop terminals $S_1, C S_m$ that are in the service of CL sales shops and the registration terminal 400 that registers ID that specify the individuals desirous of purchasing CL are connected to the internet 199. Only ophthalmology departments that have contracted to issue documents (prescriptions) in which ophthalmologist's diagnosis information is recorded participate in this system using the ophthalmologist terminals $C_1, C C_n$. Further, only CL sales shops which are under the jurisdiction of the ophthalmology departments having ophthalmologist terminals $C_1, C C_n$ and in which they have trust participate in this system using the sales shop terminals $S_1, C S_m$.

[0055] Next, we shall present a detailed description of the ophthalmologist's terminals $C_1, C C_n$ by reference to Figure 2. Figure 2 is a block diagram that shows the structure of the ophthalmologist's terminal C_1 . Because all of the ophthalmologist's terminals $C_1, C C_n$ are constructed having identical functions, we shall describe only the structure of the ophthalmologist's terminal C_1 and omit description of the other terminals. The ophthalmologist's terminal C_1 , as

shown in Figure 2, is constructed of the CPU 30, which controls operations and the entire system on the basis of the control program, the ROM 32 in which the control program of the CPU 30 has been stored in advance in a special region, the RAM 34, which stores the data read from the ROM 32 and the operations results required in the operations processes of the CPU 30, and the I/F38, which mediates the input and output of data for external units. They are connected with each other so that data can be sent and received by the buss 39, which is a signal line for the purpose of sending data.

[0056] As external units, the input unit 40, which is comprised of a keyboard and mouse with which input is possible as a human interface, the storage unit 42, which stores data and tables as files and the display unit 44, which displays a picture on the basis of image signals, and a signal line for the purpose of connection to the internet are connected to the I/F38.

[0057] The CPU30 is comprised of the microprocessing unit MPU, which starts the specified control program that is stored in a specified region of the ROM32 and executes ID registration request processing as shown in the flow chart in Figure 4. We shall present a detailed explanation of ID registration request processing in a subsequent section. Next, we shall present a detailed description of the structure of the terminal 200 for the individual desiring purchase.

[0058] The terminal 200 for the individual desiring purchase, which is not shown in the figure, like the ophthalmologist's terminal C_1 , is constructed by connecting the CPU, the ROM, the RAM and the I/F with a bus. Signal lines are connected to the I/F for the purpose of connecting it to the input unit, the storage unit, the display unit and the internet 1999. The CPU of the terminal 200 for the individual desiring purchase is comprised of the microprocessing unit MPU, which starts a specified program that is stored in a specified region of the ROM and that executes retrieval request processing and purchase request processing as shown in the flow charts in Figure 6 and Figure 8. We shall present detailed descriptions of retrieval request processing and purchase request processing in subsequent sections.

[0059] Next, we shall present a detailed explanation of the structure of the sales shop terminals S_1, C, S_m . Because all of the sales shop terminals S_1, C, S_m are constructed having identical functions, we shall describe only the structure of the sales shop terminal S_1 and omit description of the other terminals. The sales shop terminal S_1 , which is not shown in the figure, like the ophthalmologist's terminal C_1 , is constructed by connecting the CPU, the ROM, the RAM and the I/F with a bus. Signal lines are connected to the I/F for the purpose of connecting it to the input unit, the storage unit, the display unit and the internet 1999.

[0060] The CPU of the sales shop terminal S_1 is comprised of the microprocessing unit MPU which starts a specified control program that is housed in a specified region of the ROM and executes purchase processing and verification request processing as shown in the flow charts in Figure 9 and Figure 10. We shall present detailed descriptions of purchase processing and verification request processing in subsequent sections.

[0061] Next, we shall present a detailed explanation of the structure of the registration terminal 400 by reference to Figure 3. Figure 3 is a block diagram that shows the structure of the registration terminal 400. As shown in Figure 3, the registration terminal 400 is constructed of the CPU 50, which controls operations and the entire system on the basis of a control program, the ROM 52, in which the CPU 50 control program is stored in advance in a specified region, the RAM 54 for storing the data read from the ROM 52 and operations results necessary in the operations processes of the CPU 50 and the I/F58, which mediates input and output of data as an external unit. They are connected with each other so as to be able to send and received data by signal lines for sending data.

[0062] As external units, the input unit 60, which is comprised of a keyboard and mouse with which input is possible as a human interface, the storage unit 62, which stores data and tables as files and the display unit 64, which displays a picture on the basis of image signals, and a signal line for the purpose of connection to the internet are connected to the I/F38.

[0063] An ID registration table in which ID are registered, an ophthalmology department information registration table in which is registered ophthalmology department information regarding the ophthalmologist's terminals C_1, C, C_m and that is necessary information for retrieving ophthalmology departments and a sales shop information registration table in which is registered sales shop information regarding sales shops of the sales shop terminals S_1, C, S_m .

and CL sales shops that handle contact lenses and that is necessary information for retrieving CL sales shops.

[0064] One record is registered for each ophthalmologist's terminal C_1 , C_2 , C_n in the ophthalmology department registration table. Each record is constructed to contain a field in which is registered the ophthalmology department position data indicating the location of the ophthalmology department. One record for each sales shop terminal S_1 , S_2 , S_m is registered in the sales shop information registration table. Each record is constructed to contain a field in which is registered such product data as the product names, specification and standard prices of the contact lenses that the CL sales shop handles and a field in which is registered ophthalmology department data indicating the location of the ophthalmology departments.

[0065] The CPU 50 is comprised of a microprocessing unit MPU which starts a specified control program that is stored in a specified region of the ROM 52 and that executes ID registration processing, retrieval processing and verification processing as indicated in the flow charts in Figure 5, Figure 7 and Figure 11. We shall present detailed descriptions of IS registration processing, retrieval processing and verification processing in subsequent sections.

[0066] Next, we shall describe the processing that is executed at the ophthalmologists terminals C_1 , C_2 , C_n and at the registration terminal 400 in the case in which ophthalmologists register the ID of individuals desiring CL purchase that are in the ophthalmologists terminals C_1 , C_2 , C_n in the registration terminal 400. In this case, ID registration request processing as shown in the flow chart in Figure 4 is executed at the ophthalmologists terminals C_1 , C_2 , C_n and ID registration processing as shown in the flow chart in Figure 5 is executed at the registration terminal 400.

[0067] First, we shall present a detailed explanation of ID registration request processing by reference to Figure 4. Figure 4 is a flow chart that illustrates ID registration request processing. ID registration request processing is processing in which registration of the ID of the individual desiring CL purchase whom an ophthalmology department has examined is requested to the registration terminal 400 and is executed in the CPU 30 of the ophthalmologist's terminal C_1 . As shown in Figure 4, first, a shift is made to step S100.

[0068] In step S100, the ID is input from the input unit 40 and a shift is made to step S102 in which the registration request is sent to the registration terminal 400. As the shift is made to step S104, in which the ID that has been input is sent to the registration terminal 400 and a shift is made to step S106. In step S106, a determination is made as to whether or not notification of completion of registration has been received. When it has been determined that notification of completion of registration has been received (Yes) and a shift is made to step S108 in which a message to the effect that registration has been completed is displayed and the series of processings is concluded.

[0069] On the other hand, when it has been determined that notification of completion of registration has not been received (No) and a shift is made to step S110 in which it is determined whether or not a specified time (for example, 60 [s]) has passed after the ID was sent to the registration terminal 400. When it is determined that the specified time has elapsed (Yes), a shift is made to step S112, a message to the effect that registration has failed is displayed in the display unit 44 and the series of processings is concluded.

[0070] On the other hand, when it is determined in step S110 that a specified time has not elapsed after the ID has been sent to the registration terminal 40 (No), a shift is made to step S106. Next, we shall present a detailed explanation of ID registration processing by reference to Figure 5. Figure 5 is a flow chart that illustrates ID registration processing. ID registration processing is processing in which the ID of the individual desiring CL purchase is registered in response to a registration request from the ophthalmologist terminals C_1 , C_2 , C_n and is executed in the CPU 50 of the registration terminal 400. As shown in figure 5, first, a shift is made to step S150.

[0071] In step S150, it is determined whether or not a registration request has been received. When it has been determined that a registration request has been received (Yes), a shift is made to step S152. However, when it is determined that this is not the case (No), a state of standby is maintained in step S152 until a registration request is received. In step S152, it is determined whether or not an ID has been received. When it is determined that an ID has

been received (Yes), a shift is made to step S154 in which the ID that has been received is registered in the ID registration table, a shift is made to step S156, notification of completion of registration is sent to the ophthalmologist terminal C which has access, the series of processings is concluded and there is reversion to the original processing.

[0072] On the other hand, when it is determined in step S152 that an ID has not been received (No), there is a shift to S158 and it is determined whether or not a specified time (for example, 60 [s]) has elapsed after the registration request was received. When it is determined that the specified time has elapsed (Yes), the series of processing is concluded and there is reversion to the original processing. When it is determined that this is not the case (No), a shift is made to step S152.

[0073] Next, we shall describe the processing that is executed at the terminal 200 of the individual desiring purchase and at the registration terminal 400 in the case in which the individual desiring CL purchase, at the terminal 300 of the individual desiring purchase, retrieves the ophthalmology department and the CL sales shop that is thought most suited to the individual desiring CL purchase. In this case, the terminal 200 of the individual desiring purchase executes a retrieval request processing as shown in the flow chart of Figure 6 and the registration terminal 400 executes retrieval processing as shown in the flow chart in Figure 7.

[0074] First, we shall present a detailed explanation of retrieval request processing by reference to Figure 6. Figure 6 is a flow chart that illustrates retrieval request processing. Retrieval request processing is processing in which retrieval is requested to the registration terminal 400 of an ophthalmology department that is thought to be most suited for examination of the individual desiring CL purchase, of contact lenses that are thought to be most suited to the individual desiring CL purchase and of a CL sales shop that handles these contact lenses and is executed in the CPU of the terminal 200 of the individual desiring purchase. As shown in Figure 6, first, a shift is made to step S200,

[0075] In step S200, it is determined whether or not there has been retrieval of an ophthalmologist department by input from an input unit. When it is determined that there has been retrieval of an ophthalmology department (Yes), a shift is made to step S202 in which the individual desiring CL purchase inputs data on desired positions of examination indicating the location of the ophthalmology department or the location of the individual desiring CL purchase from the input unit. A shift is then made to step S204, in which a retrieval request is sent to the registration terminal 400, and a shift is made to step S206, in which the data on desired position of examination has been input is sent to the registration terminal 400. A shift is then made to step S208.

[0076] In step S208, it is determined whether or not retrieval results have been obtained. When it is determined that retrieval results have been obtained (Yes), a shift is made to step S210, the retrieval results that have been received are displayed in the display unit and the series of processings is concluded. On the other hand, when, in step S208, it is determined that retrieval results have not been received (No), a shift is made to step S212 and it is determined whether or not a specified time (for example, 60 [s]) has elapsed after the retrieval request was received in the registration terminal 400. When it is determined that the specified time has elapsed (Yes), a shift is made to step S214, a message to the effect that there has been retrieval failure is displayed in the display unit and the series of processings is concluded.

[0077] On the other hand, when, in step S212, it is determined that the specified time has elapsed after the retrieval request was received in the registration terminal 400 has not elapsed (No), a shift is made to step S208. On the other hand, when it is determined in step S200 that there has been no retrieval of an ophthalmology department (No), a shift is made to step S216. A determination is made as to whether there has been retrieval of a sales shop by input from the input unit. When it is determined that there has been retrieval of a sales shop (Yes), a shift is made to step S216. However, when it is determined that this is not the case (No), a shift is made to step S200.

[0078] In step S218, the ophthalmologist's diagnosis information, which is the result of the ophthalmologist's diagnosis, is input from the input unit and a shift is made to step S220. The individual desiring CL purchase inputs data from the input unit on the desired position of purchase indicating the location of the CL sales shop from which purchase is desired or the location of the individual desiring CL purchase and a shift is made to step S222. The retrieval request is sent to the registration terminal 400 and a shift is made to step S224 in which the ophthalmologist's diagnosis

information and the data on desired position of purchase that have been input are sent to the registration terminal 400. A shift is then made to step S208.

[0079] Next, we shall present a detailed explanation or retrieval processing by reference to Figure 7. Figure 7 is a flow chart that illustrates retrieval processing. Retrieval processing is processing in which an ophthalmology department that is thought to be most suited for examination of the individual desiring CL purchase, contact lenses that are thought to be most suited for the individual desiring CL purchase and a CL sales shop that handles these contact lenses are retrieved in response to the retrieval request from the terminal 200 of the individual desiring CL purchase and is executed in the CPU 50 of the registration terminal 400. As shown in figure 7, first, a shift is made to step S250.

[0080] In step S250, it is determined whether or not a retrieval request has been received. When it is determined that a retrieval request has been received (Yes), there is a shift to step S252. When it is determined that this not the case (No), a state of standby is maintained in step S250 until a retrieval request is received. In step S252, it is determined whether or not data on desired position of examination has been received. When it is determined that data on desired position of examination has been received (Yes), a shift is made to step S254. On the basis of the data on desired position of examination that has been received, data on positions of ophthalmology departments in the ophthalmology department information registration table are retrieved, an ophthalmology department that is thought to be closest in terms of distance and time for the individual desiring CL purchase is selected and a shift is made to step S256. The retrieval results are sent to the terminal 200 of the individual desiring purchase, the series of processings is concluded and there is reversion to the original processing.

[0081] On the other hand, when, in step S252, it is determined that data on desired position of examination has not been received (No), a shift is made to step S258, in which it is determined whether or not ophthalmologist's diagnosis information and data on desired position of purchase have been received. When it is determined that ophthalmologist's diagnosis information and data on desired position of purchase have been received (Yes), a shift is made to step S260. In step S260, product data in the sales shop information registration table is retrieved on the basis of ophthalmologist's diagnosis information that has been received, the contact lens that is thought to be most suited for the individual desiring CL purchase and CL sales shops that handle these contact lenses are retrieved, and, of the CL sales shops that have been selected in the retrieval described above, a CL sales shop that is thought to be closest to the individual desiring CL purchase in terms of distance and time. A shift is then made to step S256.

[0082] On the other hand, when, in step S258, it is determined that ophthalmologist's diagnosis information and data on desired position of purchase have not been received (No), a shift is made to step S262, in which it is determined whether or not a specified time (for example, 60 [s]) has elapsed after the retrieval request was received. When it is determined that the specified time has elapsed (Yes), the series of processings is concluded and there is reversion to the original processing. When it is determined that this is not the case (No), there is a shift to step S252.

[0083] Next, we shall describe the processing that is executed at the terminal 200 of the individual desiring purchase and at the sales shop terminals S_1 C S_m in the case in which the individual desiring CL purchase purchases CL at the terminal 200 of the individual desiring purchase using the sales shop terminals S_1 C S_m of the CL sales shop selected by retrieval. In this case, the terminal 200 of the individual desiring purchase executes a purchase request processing as shown in the flow chart in Figure 8 and the sales shop terminals S_1 C S_m execute purchase processing as shown in the flow chart in Figure 9.

[0084] First, we shall present a detailed explanation of purchase request processing by reference to Figure 8. Figure 8 is a flow chart that illustrates purchase request processing. Purchase request processing is processing in which purchase of CL is requested in the sales shop terminals S_1 C S_m and is executed in the CPU of the terminal 200 of the individual desiring purchase. As shown in Figure 8, first, a shift is made to step S300.

[0085] In step S300, the ID is input from the input unit and a shift is made to step S302 in which the designation of the contact lens that it is desired to purchase is input from the input unit. A shift is then made to step S304, in which the ophthalmologist's diagnosis information is input from the input unit, and a shift is made to step S306, in which a

purchase request is sent to that terminal of the sales shop terminals S_1, C, S_m that the individual desiring CL purchase has designated. A shift is made to step S308, in which the ID, the designation of the contact lens purchase of which is desired and the ophthalmologist's diagnosis information are sent to that terminal of the sales shop terminals S_1, C, S_m that the individual desirous of CL purchase has designated and a shift is then made to step S310.

[0086] In step S310, it is determined whether or not notification of completion of purchase has been received. When it is determined that notification of purchase has been received (Yes), there is a shift to step S312, in which a message to the effect that purchase has been completed is displayed in the display unit and the series of processings is concluded. On the other hand, when, in step S310, it is determined that notification of completion of purchase has not been received (No), a shift is made to step S314, in which it is determined whether or not a specified time (for example 60 [s]) has elapsed after the purchase request was sent to the sales shop terminal S. When it is determined that the specified time has elapsed (Yes), a shift is made to step S316, in which a message to the effect that purchase has failed is displayed in the display unit and the series of processings is concluded.

[0087] On the other hand, when, in step S314, it is determined that the specified time after sending the purchase request to the sales shop terminal S has not elapsed (No), a shift is made to step 310. We shall now present a detailed explanation of purchase processing by reference to Figure 9. Figure 9 is a flow chart that illustrates purchase processing. In purchase processing, the CL purchase procedure is processed in response to a purchase request from the terminal 200 of the individual desiring purchase and is executed in the CPU of the sales shop terminal S_1 . As shown in Figure 9, first, a shift is made to step S350.

[0088] In step S350, it is determined whether or not the purchase request has been received. When it is determined that the purchase request has been received (Yes), a shift is made to step S352. However, when it is determined that this is not the case (No), a state of standby is maintained in step S352 until a purchase request is received. In step S352, it is determined whether or not the ID, the designation of the contact lens purchase of which is desired and the ophthalmologist's diagnosis information have been received. When it is determined that they have been received [Yes], a shift is made to step S354, in which verification processing is executed to determine whether or not the ID that has been received conforms to that which is registered in the registration terminal 400. A shift is then made to step S356. The verification processing in step S354 will be described in detail in a subsequent section.

[0089] In step 356, it is determined, on the basis of the results of verification processing, whether or not the ID that has been received conforms to that which is registered in the registration terminal 400. When it is determined that they are in conformance (Yes), a shift is made to step S358 in which the sales procedure of the contact lenses is processed at the first price, which is the ordinary sales shop selling price, and at the second cheaper price on the basis of the ophthalmologist's diagnosis information that has been received. A shift is then made to step S360, in which notification of completion of purchase is sent to the terminal 200 of the individual desiring purchase. The series of processing is then completed and there is reversion to the original processing.

[0090] On the other hand, when, in step S356, it is determined that the ID that has been received does not conform to that registered in the registration terminal 400 (No), a switch is made to step S362, the purchase procedure for the contact lenses is processed at the first price on the basis of the ophthalmologist's diagnosis information that has been received and a shift is made to step S360. On the other hand, when, in step S352, it is determined that any one or all of the ID, the designation of the contact lenses of which purchase is desired and the ophthalmologist's diagnosis information have not been received (No), a shift is made to step S364 and it is determined whether or not a specified time (for example, 60 [s]) has elapsed after receiving the purchase request. When it is determined that the specified time has elapsed (Yes), the series of processings is concluded and there is reversion to the original processing. However, when it is determined that this is not the case (No), there is a shift to step S352.

[0091] Next, we shall describe the processing that is executed at the sales shop terminals S_1, C, S_m and at the registration terminal 400 in the case in which inquiry is made at the sales shop terminals S_1, C, S_m to the registration terminal 400 whether or not the ID that has been received from the terminal 200 of the individual desiring purchase conforms to that which is registered in the registration terminal 400. In this case, the sales shop terminals S_1, C, S_m execute

verification request processing as shown in the flow chart in Figure 10 and the registration terminal 400 executes verification processing as shown in the flow chart in Figure 11.

[0092] We shall now present a detailed explanation of verification request processing by reference to Figure 10. Figure 10 is a flow chart that illustrates verification request processing. Verification request processing is processing in which a request is made to the registration terminal 400 to verify that the ID that has been received from the terminal 200 of the individual desiring purchase is that which is registered in the registration terminal 400 and is executed in the aforementioned step S354. As shown in Figure 10, first, a shift is made to step S400.

[0093] In step S400, a verification request is sent to the registration terminal 402, a shift is made to step S402 and the ID that has been received from the terminal 200 of the individual desiring purchase is sent to the registration terminal 400. A shift is made to step S404, it is determined whether or not the verification results have been received. When it is determined that the verification results have been received (Yes), a shift is made to step S406. In step S406, it is determined whether or not the verification results that have been received and the ID are in conformance. When it is determined that the ID is in conformance (Yes), a shift is made to step S408 and it is determined that the ID is in conformance. The series of processings is then concluded and there is reversion to the original processing.

[0094] On the other hand, when, in step S406, it is determined that the verification results that have been received and the ID are not in conformance (No), a shift is made to step S410, in which it is determined that the ID is not in conformance, the series of processings is concluded and there is reversion to the original processing. On the other hand, when, in step S404, it is determined that verification results have not been received (No), a shift is made to step S412, in which it is determined whether or not a specified time (for example, 60 [s]) has elapsed after sending the verification request to the registration terminal 400. When it is determined that the specified time has elapsed (Yes), a shift is made to step S414, it is determined that the ID are not in conformance, the series of processings is concluded and there is reversion to the original processing.

[0095] On the other hand, when, in step S412, it is determined that the specified time has not elapsed after sending the verification request to the registration terminal 400 (No), a shift is made to step S404. Next, we shall present a detailed explanation of verification processing by reference to Figure 11. Figure 11 is a flow chart that illustrates verification processing. Verification processing is processing in which it is verified that the ID that has been received is that which is registered in the ID registration table in response to the verification request from the sales shop terminals S, C S_m and is executed in the CPU 50 of the registration terminal 400. As shown in Figure 11, first, a shift is made to step S450.

[0096] In step S405 [sic], it is determined whether or not a verification request has been received. When it is determined that a verification request has been received (Yes), a shift is made to step S452. However, when it is determined that this is not the case (No), a state of standby is maintained in step S450 until the verification request is received. In step S452, it is determined whether or not the ID has been received. When it is determined that the ID has been received (Yes), a shift is made to step S454.

[0097] In step S454, verification processing to verify that the ID that has been received is the ID in the ID registration file is executed, a shift is made to step S456, and it is determined whether or not the ID that has been received conforms to any of the ID of the ID registration table. When it is determined that they are in conformance (Yes), a shift is made to step S458 and notification to the effect that the ID are in conformance is sent to the sales shop terminal S that has been accessed. The series of processings is then concluded and there is reversion to the original processing.

[0098] On the other hand, when, in step S456, it is determined that both the ID that has been received and the ID in the ID registration table are not in conformance (No), a shift is made to step S460 in which a message to the effect that they are not in conformance is sent to the sales shop terminal S that has been accessed, the series of processings is concluded and there is reversion to the original processing. When, in step S452, it is determined that an ID has not been received (No), a shift is made to step S462 and it is determined whether or not a specified time (for example, 60 [s]) has

elapsed after sending the verification request. When it is determined that the specified time has elapsed (Yes), a shift is made to step S464 in which notification to the effect that the ID are not in conformance is sent to the sales shop terminal S that has been accessed, the series of processings is concluded and there is reversion to the original processing.

[0099] On the other hand, when, in step 462, it is determined that the specified time after sending the verification request has not elapsed (No), a shift is made to step S452. Next, we shall describe the operations of the mode of execution described above. In the case in which the individual desiring CL purchase is to purchase CL, first, at the terminal 200 of the individual desiring purchase, retrieval of ophthalmology departments is designated, the data on desired position of examination are input and a retrieval request is performed. When retrieval of ophthalmology departments is designated and data on desired position of examination are input at the terminal 200 of the individual desiring purchase, a retrieval request containing the data on desired position of examination that have been input are sent to the registration terminal 400 via steps S200 to S206.

[0100] When the retrieval request is received at the registration terminal 200, the data on the desired position of examination that are contained in the retrieval request that has been received together with data on ophthalmology department positions in the ophthalmology department registration table are retrieved via steps S250 to S256, an ophthalmology department thought to be closest to the individual desiring CL purchase in terms of distance or time is selected and these retrieval results are sent to the terminal 200 of the individual desiring purchase.

[0101] When the retrieval results are received at the terminal 200 of the individual desiring purchase, the retrieval results that have been received are displayed in the display device via steps S208 to S210. At this time, for example, the ophthalmology department of ophthalmologist terminal C₁ and the location of that ophthalmology department are displayed as the retrieval results. At this point, the individual desiring CL purchase selects the desired ophthalmology department from the retrieval results that are displayed. In order to acquire the diagnosis results necessary for purchase of the CL, the individual goes to this ophthalmology department and is examined by the ophthalmologist.

[0102] On the other hand, the ophthalmologist examines the individual desiring CL purchase and issues to the individual desiring CL purchase a document (prescription) in which is recorded the ID of the individual desiring CD purchase and the ophthalmologist's diagnosis information which is the result of the diagnosis. At the same time, at the ophthalmologist's terminal C₁, the ophthalmologist inputs the ID that has been issued and performs the registration request. When the ID has been input at the ophthalmologist's terminal C₁, the registration request containing the ID that has been input is sent to the registration terminal 400 via steps S100 to S104.

[0103] When the registration request is received at the registration terminal 400, the ID contained in the registration request that has been received is registered in the ID registration table via steps S150 to S154. Next, the individual desiring CL purchase designates retrieval of CL sales shops at the terminal 200 of the individual desiring purchase, inputs the ophthalmologist's diagnosis information and data on desired position of purchase and performs the retrieval request. When retrieval of CL sales shops is designated and the ophthalmologist's diagnosis information and data on desired position of purchase are input at the terminal 200 of the individual desiring purchase, the retrieval request containing the ophthalmologist's diagnosis information and data on desired position of purchase that have been input are sent to the registration terminal 400 via steps S216 to S224.

[0104] When the retrieval request is received at the registration terminal 400, the ophthalmologist's diagnosis information containing the retrieval request that has been received together with the product data in the sales shop information registration table are retrieved via steps S250, S252, S258 and S260 and contact lenses that are thought to be most suited to the individual desiring CL purchase and a CL sales shop that handles these contact lenses are selected. Further, data on sales shop locations in the sales shop information registration table are retrieved on the basis of the data on desired position of purchase contained in the retrieval request that has been received, and, of the CL sales shops that have been selected in the aforementioned retrieval, a CL sales shop is selected that is thought to be closest to the individual desiring CL purchase in terms of distance or time and these retrieval results are sent to the terminal 200 of the individual desiring purchase.

[0105] When the retrieval results are received at the terminal 200 of the individual desiring purchase, the retrieval results that have been received are displayed in the display device via the steps S208 to S210. At this time, for example, the address of the sales shop terminal S₁ and the location of the CL sales shop of sales shop terminal S₁ are displayed as the retrieval results. At this point, the individual desiring CL purchase selects the desired CL sales shop from the retrieval results that are displayed.

[0106] Next, in the terminal 200 of the individual desiring purchase, the individual desiring CL purchase accesses the sales shop terminal S₁ that is displayed as the retrieval result, references the ID and the ophthalmologist's diagnosis information that are contained in the document, inputs the ID, the contact lens purchase of which is desired and the ophthalmologist's diagnosis information and performs purchase request. When the ID, the contact lens purchase of which is desired and the ophthalmologist's diagnosis information are input at the terminal of the individual desiring purchase, the purchase request containing these pieces of information that have been input is sent to the sales shop terminal S₁ via steps S300 to S308.

[0107] When the purchase request is received at the sales shop terminal S₁, verification is performed of whether or not the ID contained in the purchase request that has been received conforms to that registered in the registration terminal 400 via steps S350 to S354. This verification is performed by sending the verification request containing the ID that has been received to the registration terminal 400. When the verification request is received at the registration terminal 400, the ID contained in the verification request that has been received and an ID in the ID registration table are verified and it is determined whether or not they are in conformance. At this time, because the ID of the individual desiring CL purchase is registered in the ID registration table, it is determined that the ID are in conformance and notification to the effect that the ID are in conformance is sent to the sales shop terminal S₁ via steps S456 and S458.

[0108] When the notification to the effect that the ID are in conformance is received at the sales shop terminal S₁, the contact lens sales procedure at the second price is processed on the basis of the ophthalmologist's diagnosis information that is contained in the purchase request that has been received. At the sales shop terminal S₁, when the ID from the terminal 200 of the individual desiring purchase is not in conformance with that registered in the registration terminal 400, when the ID in the purchase request is not in conformance or when an ID is not contained in the purchase request, the contact lens procedure at the first price is processed on the basis of the ophthalmologist's diagnosis information contained in the purchase request that has been received.

[0109] In this way, in the mode of execution, when the terminal 200 of the individual desiring purchase sends the ID and ophthalmologist's diagnosis information to the sales shop terminal S and when the sales shop terminal S receives the ID and ophthalmologist's diagnosis information, it is determined whether or not the ID that has been received conforms to that in the registration terminal 400, and, when they are determined to be in conformance, the contact lens sales procedure is processed at the second price rather than the first price on the basis of the ophthalmologist's diagnosis information that has been received.

[0110] By this means, when an individual desiring CL purchase purchases contact lenses from a CL sales shop that participates in this system, the contact lenses can be purchased at the second price rather than at the first price. Therefore, it is easier to exercise one's will to purchase contact lenses from a CL sales shop that participates in this system than from a CL sales shop that does not participate in this system. In addition, when only CL sales shops over which ophthalmology departments have jurisdiction and in which they have trust are allowed to participate in this system, there is less possibility that an individual desiring CL purchase will purchase them from a CL sales shop over which the ophthalmology department does not have jurisdiction and in which it does not have trust. Therefore, issue of the document (prescription) in which the ophthalmologist's diagnosis information is recorded is facilitated.

[0111] Consequently, the ophthalmologist can issue the prescription with confidence. Further, issue of the prescription by the ophthalmologist can be anticipated so that, by comparison to conventional circumstances, the individual desiring CL purchase can anticipate increased opportunities for conformation of the results of diagnosis of the ophthalmologist. In addition, the range of selection of CL sales shops for the individual desiring CL purchase can

be expanded to some extent. Further, the individual desiring CL purchase can purchase CL inexpensively.

[0112] Further, in this mode of execution, the registration terminal 400 retrieves data on the desired position of purchase that has been received as well as data on positions of ophthalmology departments in the ophthalmology department registration table on the basis of the data on desired positions of purchase that have been received and can select the ophthalmology department that is thought to be closest to the individual desiring CL purchase in terms of distance or time. By this means, the individual desiring CL purchase can ascertain comparatively easily an ophthalmology department that is thought to be closest in terms of distance or time. Consequently, the service provider, such as the manager of the registration terminal 400, can provide information services for the individual desiring CL purchase from which a high feeling of satisfaction can be obtained.

[0113] Further, in this mode of execution, the registration terminal 400 retrieves product data in the sales shop information registration table on the basis of the ophthalmologist's diagnosis information that has been received and selects contact lenses that are thought to be most suited to the individual desiring CL purchase and a CL sales shop that handles these contact lenses, further, retrieves the data on the desired position of purchase that has been received together with the sales shop position data in the sales shop information registration table, and, of the sales shops that have been selected in the retrieval described above, selects a CL sales shop that is thought to be closest to the individual desiring CL purchase in terms of distance or time.

[0114] By this means, the individual desiring CL purchase can ascertain comparatively easily a CL sales shop that is thought to be closest to the individual desiring CL purchase in terms of distance or time. Therefore, CL purchase by the individual desiring CL purchase is facilitated. Consequently, the services provider, such as the manager of the registration terminal 400, can provide information services for the individual desiring CL purchase from which a high feeling of satisfaction can be obtained.

[0015] In the mode of execution described above, the contact lenses correspond to the specified products described in the claims, ID corresponds to the identification items described in Claims 1, 2, 3, 4, 5 or 14 and the ophthalmologist's diagnosis information corresponds to the ophthalmologist's diagnosis information described in Claim 1. Further, the input unit 40 and step S100 correspond to the second identification information input device described in Claim 5.

[0116] Further, in the mode of execution described above the terminal 200 of the individual desiring purchase corresponds to the first communications terminal described in Claims 1 or 2, the input unit of terminal 200 of the individual desiring purchase and step S300 correspond to the identification information input device described in Claims 1, 2 or 3, the input unit of the terminal 200 of the individual desiring purchase and step S304 correspond to the diagnosis information input device described in Claims 1, 2 or 3, step S300 corresponds to the identification information input step described in Claim 14, step S304 corresponds to the identification information input step described in Claim 14 and step S308 corresponds to the sending step described in Claim 14.

[0117] Further, in the mode of execution described above, the sales shop terminals S_1 , C , S_m correspond to the communications terminals described in Claims 1 or 2 or to the sales shop terminals described in Claims 3, 4, 9 or 11, steps S350 C S364 correspond to the sales procedure processing devices described in Claims 1, 2, 3, 4 or 11 or to the sales procedure processing steps described in Claim 14, selling at the first price corresponds to the first sales mode described in Claims 1, 2, 3, 11 or 14 and selling at the second price corresponds to the second sales mode described in Claims 1, 2, 3, 11 or 14.

[0118] Further, in the mode of execution described above, the storage unit 62 corresponds to the storage unit described in Claims 1, 2, 3, 4, 5 or 14, to the second storage unit described in Claims 7 or 8 or to the third storage unit described in Claims 9 or 10, steps S150 C S156 correspond to the registration steps described in Claims 1, 2, 3 or 4 or to the registration steps described in Claim 14 and steps S450 C S464 correspond to the verification device described in Claims 1, 2, 3, 4 or 11 or to the verification steps described in Claim 14.

[0119] In the mode of execution described above, the ophthalmology department terminals C_1 , C_2 , C_3 are constructed so that ID are input from the input unit 40 and registration requests containing the ID that have been input are sent to the registration terminal 400 and so that, when the registration terminal 400 has received the registration request, the ID contained in the registration request that has been received is registered in an ID registration table. However, the invention is not limited to this. The ophthalmology department terminals C_1 , C_2 , C_3 may also be constructed so that an ID issue request is sent to the registration terminal 400 and so that, when the registration terminal 400 has received the ID issue request, the ID that is issued is sent to the ophthalmology department terminal and is registered in the ID registration table.

[0120] Further, in the mode of execution described above, the registration terminal 400 is constructed so that product data in the sales shop information registration table is retrieved on the basis of the ophthalmologist's diagnosis information that has been received and contact lenses thought to be most suited to the individual desiring CL purchase and a CL sales shop that handles these contact lenses are selected. However, this invention is not limited to this and may also be constructed as follows.

[0121] Specifically, when ID are registered at the registration terminal 400, the ophthalmology department that has sent the ID registration request and the ID can be set in correspondence and registered in the ID registration table, and, further, sales shop information of CL sales shops that the ophthalmology departments have confirmed and in which there is trust can set in correspondence to each ophthalmology department and can be set in correspondence in the sales shop information registration table. When ID, ophthalmologist's diagnosis information and sales shop position data have been received, ophthalmology departments in the ID registration table can be retrieved on the basis of the ID that have been received, an ophthalmology department corresponding to the ID can be selected, product data in the sales shop information registration table can be retrieved on the basis of the ophthalmologist's diagnosis information that has been received, and, from the sales shop information that corresponds to the ophthalmology department that has been selected in the aforementioned retrieval, contact lenses that are thought to be most suited to the individual desiring CL purchase and a CL sales shop that handles these contact lenses can be selected.

[0122] By this means, when the individual desiring CL purchase performs retrieval of CL sales shops with terminal 200 of the individual desiring purchase, only CL sales shops that are under the jurisdiction and have the trust of the ophthalmology department at which the individual desiring CL purchase is examined are provided as retrieval results, for which reason there is little possibility that the individual desiring CL purchase will purchase the contact lenses at other than a CL sales shop that is under the jurisdiction and has the trust of the ophthalmology department. Therefore, issue of the document (prescription) in which the ophthalmologist's diagnosis information is recorded is facilitated.

[0123] Further, when a CL sales shop that is new to this system participates in this system, the service provider, such as the manager of the registration terminal 400, should obtain confirmation from at least one of the ophthalmology departments that are participating in this system. Because it is not necessary to obtain confirmation from all of the ophthalmology departments, entry of CL sales shops is facilitated. Further, in this mode of execution, the sales shop terminals S_1 , S_2 , S_3 are constructed so that, when it is determined that an ID that has been received does not conform to one that is registered in the registration terminal 400, the contact lens sale procedure is processed at the first price on the basis of the ophthalmologist's diagnosis information that has been received. However, this invention is not limited to this and it may be constructed so that the contact lenses are not sold.

[0124] We have described the mode of execution indicated above for the case in which the processing shown in the flow charts of Figure 4 to Figure 11 is executed and on which a control program that is stored in advance in a ROM is executed. However, it is not limited to this and the programs may be read and executed in a RAM from a storage medium in which the programs indicating these procedures are stored.

[0125] Here, the term storage medium refers to semiconductor storage media such as RAM and ROM, magnetic storage type storage media such as FD and HD, optical reading type storage media such as CD, CDV, LD and DVD and magnetic storage type/optical reading type storage media such as MO and can include all storage media regardless of

whether they use electronic, magnetic or optical reading methods as long as they are storage media that can be read by a computer.

[00126] Further, in the modes of execution described above, the sales support system for specified products, the contact lens sales support system, the sellers terminal, the registration terminal and the contact lens sales support method of this invention, as shown in Figure 1, are used in the case of purchasing CL using the ophthalmologist's terminals C_1 , C , C_n , the terminal 200 of the individual desiring purchase, the sales shop terminals S_1 , S , S_n , and the registration terminal 400, which are the four terminals connected to the internet 1999. However, they are not limited to this and can be applied to other cases in a range that does not depart from the essential aspects of this invention.

[0127] Further, in the modes of execution described above, we described the case in which the sales support system for specified products, the contact lens sales support system, the sellers terminal, the registration terminal and the contact lens sales support method of this invention are used in a network system comprised of the internet 1999. However, it is not limited to this. For example, it may be used in any internet with which communication is effected by the same methods as in the internet 199. Of course, it is not limited to networks whereby communication is effected by the same methods as in the internet 199 and it can be applied to ordinary networks.

[0128]

[Effect of the invention] As described above, by means of the sales support system for specified products as described in Claim 1 of this invention, the effect that the physician can issue a prescription with confidence is obtained. Further, the effects are obtained that, because issue of the prescription can be expected, by comparison to conventional methods, it can be expected that the individual desiring to purchase specified products will have increased opportunity to confirm the diagnosis by the physician and that the range of selection of sales shops by the individual desiring purchase of specified products will be expanded to a certain extent. Further, the effect is obtained that the individual desiring purchase of specified products will be able to make purchases of specified products in a reserved sales mode.

[0129] On the other hand, by means of the contact lens sales system described in Claims 2 to 10 of this invention, the effect is obtained that the ophthalmologist can issue prescriptions with confidence. Further, the effects are obtained that, because issue of the prescription can be expected, by comparison to conventional methods, it can be expected that the individual desiring to purchase CL will have increased opportunity to confirm the diagnosis by the physician and that the range of selection of sales shops by the individual desiring purchase of CL will be expanded to a certain extent. Further, the effect is obtained that the individual desiring purchase of CL will be able to make purchases of specified products in a reserved sales mode.

[0130] Further, by means of the contact lens sales support system described in Claim 7 or 8 of this invention, the effect is obtained that the individual desiring CL purchase can comparatively easily ascertain an ophthalmologist that is thought to be closest in terms of distance or time so that examination of the individual desiring CL purchase by the ophthalmologist is facilitated. Further, by means of the contact lens sales support system as described in Claim 9 or 10 of this invention, there is the effect that the individual desiring CL purchase can comparatively easily ascertain a CL sales shop that is thought to be closest in terms of distance or time so that purchase of CL by the individual desiring CL purchase is facilitated.

[0131] On the other hand, by means of the seller's terminal described in Claim 11 of this invention, the same effect is obtained as with the contact lens sales support system described in Claim 4. Further, by means of the registration terminal described in Claim 12 of this invention, the same effect is obtained as with the contact lens sales support system described in Claim 5. Further, by means of the registration terminal described in Claim 13 of this invention, the same effect is obtained as with the contact lens sales support system described in Claim 6.

[0132] Further, by means of the contact lens sales support method described in Claim 14 of this invention, the same effect is obtained as with the contact lens sales support system described in Claim 2.

[Brief Explanations of the Figures]

used.
[Figure 1] This is a block diagram that shows the structure of the network system in which this invention is

[Figure 2] This is a block diagram that shows the structure of the ophthalmologist's terminal C_1 .

[Figure 3] This is a block diagram that shows the structure of the registration terminal 400.

[Figure 4] This is a flow chart that shows ID registration request processing.

[Figure 5] This is a flow chart that shows ID registration processing.

[Figure 6] This is a flow chart that shows retrieval request processing.

[Figure 7] This is a flow chart that shows retrieval processing.

[Figure 8] This is a flow chart that shows purchase request processing.

[Figure 9] This is a flow chart that shows purchase processing.

[Figure 10] This is a flow chart that shows verification request processing.

[Figure 11] This is a flow chart that shows verification processing.

[Explanation of Symbols]

$C_1, C C_n$	ophthalmologist's terminals
30, 50	CPU
32, 52	ROM
34, 54	RAM
38, 58	I/F
40, 60	input unit
42, 62	storage unit
200	terminal of individual desiring purchase
$S_1, C S_n$	sales shop terminal
400	registration terminal
199	internet

[FIGURE 1]

Fig. 1, pg. 19

KEY TO FIGURE 1:

[left side]

S_1 - sales shop terminal
 S_2 - sales shop terminal
 S_n - sales shop terminal

[center]

400 - registration terminal
200 - terminal of individual desiring purchase

[right side]

C_1 - ophthalmologist's terminal
 C_2 - ophthalmologist's terminal
 C_n - ophthalmologist's terminal

[FIGURE 2]

KEY TO FIGURE 2:

[Japanese at upper right]:

C₁ — ophthalmologist's terminal

[bottom, left to right]:

40 — input unit; 42 — storage unit;

44 — display unit

[FIGURE 5]

[FIGURE 3]

KEY TO FIGURE 3:

[Japanese at upper right]:

400 — registration terminal

[bottom, left to right]:

60 — input unit; 62 — storage unit;

64 — display unit

KEY TO FIGURE 5:

[keyed by symbols in figure; same hereafter]

START

S150 Has registration request been received?

S152 Has ID been received?

S158 Time out?

S154 Has ID been registered?

S156 Notification of completion of registration has
been sent

RETURN

[FIGURE 4]

KEY TO FIGURE 4:

START

S100 ID is input

S102 Registration request is sent

S104 ID is sent

S106 Has notification of completion of registration
been received?

S110 Time out?

S108 Statement of completion of registration is
displayed

S112 Statement of failure of registration of

displayed
END

[FIGURE 6]

KEY TO FIGURE 6:

[left side]

S200 Retrieval of ophthalmology department?
S202 Data on desired position of examination is input
S204 Retrieval request is sent
S206 Data on desired position of examination is sent
S208 Has results of retrieval been received?
S210 Retrieval results are displayed
END

[right side]

S216 Retrieval of sales shop?
S218 Ophthalmologist's diagnosis information is input
S220 Data on desired position of purchase is input
S222 Retrieval request is sent
S224 Ophthalmologist's diagnosis information,
data on desired position of purchase are sent
S212 Time out?
S214 Statement that retrieval has failed is displayed

[FIGURE 7]

KEY TO FIGURE 7:

START

S250 Has retrieval request been received?

S252 Has data on desired position of examination been received?

S258 Has data on desired position of purchase been received?

S262 Time out?

S254 Ophthalmology department information is retrieved
Appropriate ophthalmology department is selected

S260 Sales shop information is retrieved
Appropriate sales shop is selected

S256 Retrieval results are sent

RETURN

[FIGURE 8]

KEY TO FIGURE 8:

START

S300 ID is input

S302 Designation of product of which purchase is desired is input

S304 Ophthalmologist's diagnosis information is input

S306 Purchase request is sent

S308 ID, Designation of product of which purchase is desired,
ophthalmologists diagnosis information is sent

S310 Has notification of completion of purchase been received?

S314 Time out?

S312 Statement of purchase completion is displayed

S316 Statement of purchase failure is displayed

END

[FIGURE 9]

KEY TO FIGURE 9:

START

S350 Has request for purchase been received?

S352 Have ID etc. been received?

S364 Time out?

S354 Verification processing

S356 Evaluation of conformance with ID?

S382 Sales procedure is processed at first price on the
basis of the ophthalmologist

diagnostic information

S358 Sales procedure is processed at second price on
the basis of the ophthalmologist

diagnostic information

S360 Notification of purchase completion is sent

RETURN

[FIGURE 10]

KEY TO FIGURE 10:

START

S400 Verification request is sent

S402 ID is sent

S404 Have verification results been received?

S412 Time out?

S406 Are ID in conformance?

S410 Determination that ID are not in conformance

S408 Determination that ID are in conformance

S414 Determination that ID are not in conformance

RETURN

[FIGURE 11]

KEY TO FIGURE 11:

START

S450 Has verification request been received?
S452 Has ID been received
S462 Time out?
S454 Verification processing
S456 Are ID in conformance?
S458 Notification of ID conformance is sent
S460 Notification of ID nonconformance is sent
S464 Notification of ID nonconformance is sent

RETURN